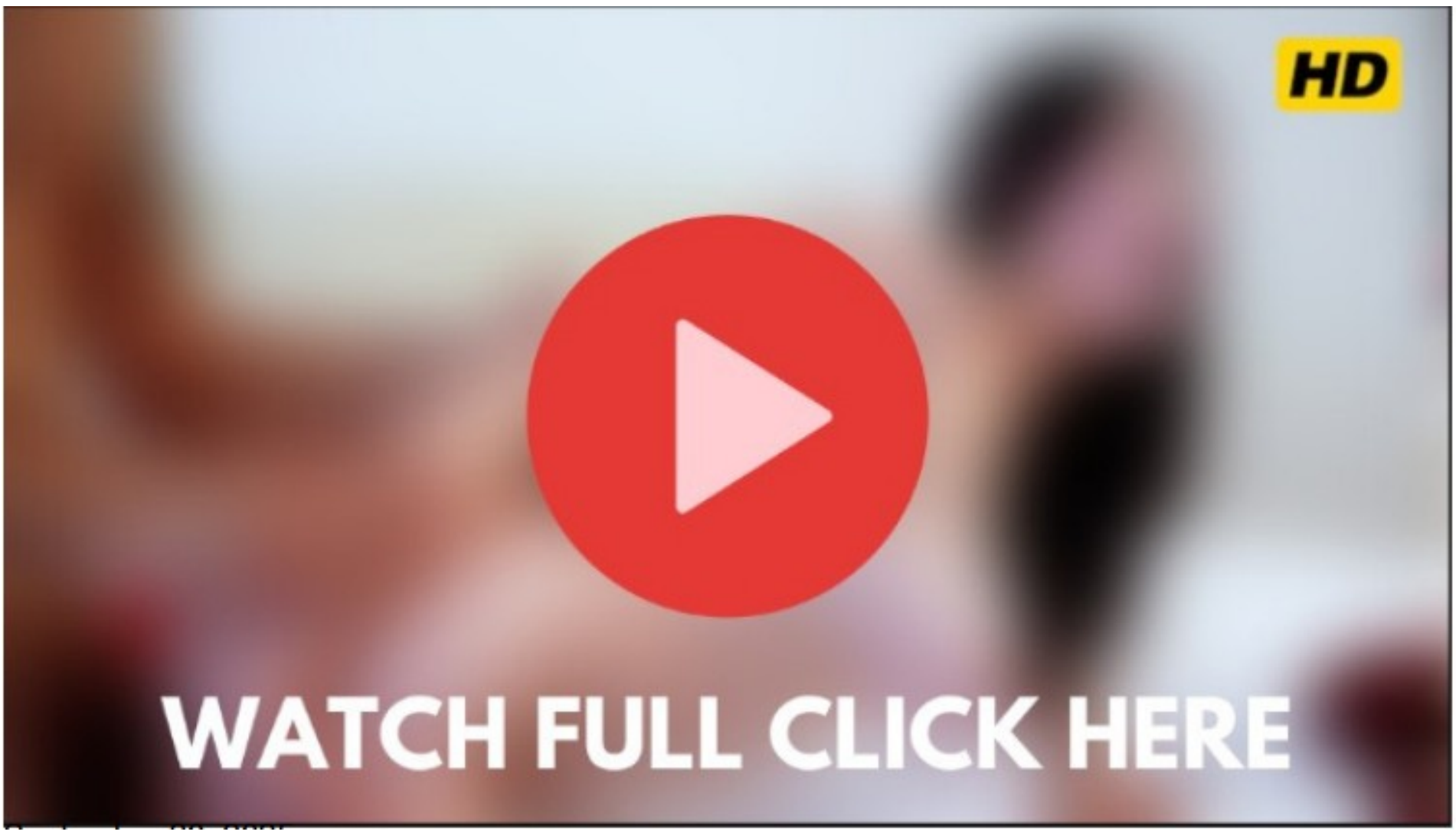Jija Sali Viral Holi MMS: Understanding the Viral Trend and Online Reactions